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MAY 1951

EXTENSION SERVICE Review



The food supply line goes through a New York wholesale auction market. Facts about food, from producer to consumer, are the concern of everyone and challenge extension education.

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EXTENSION SERVICE Review

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Prepared in the Division of Extension Information
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The Cover This Month

● The route taken by perishable food from grower to consumer is highly organized and intricate. Such large auction markets as that shown on the cover where prospective buyers are inspecting the produce to be auctioned at Washington Market, Hudson Terminal, New York City, are but one step. The picture on the front cover was taken by George C. Pace, Federal Extension Service.

Next Month

● June is National 4-H Club Month. Again this year some 37 International Farm Youth Exchange delegates from foreign countries will join the 4-H Camp delegates in their activities. Again rural youth groups from 9 countries will participate in the second "International Invitational Open House."

● In honor of these events, the cover next month shows one of last year's American exchange delegates, Donald Meike, cutting thistles with his Danish farmer host. Inside the magazine Donald gives a few tips on how to get along in foreign countries.

● The first article, "Learning from our World Neighbors," tells of the contributions made in our own communities by visiting Farm Youth Exchange delegates and suggests some ways in which an extension agent can make use of these visitors.

● Ray Turner, well-known 4-H Club field agent for the Central States, looks back at the 20 National Camps which have been held in Washington and calls to mind some of the contributions leaders' conferences have made to the 4-H movement.

● One of our good contributors south of the border, Vernon D. Bailey, extension specialist in El Salvador and former county agent in Colorado, writes for the REVIEW —this time about some of the conditioning factors of establishing an extension service in a foreign country. His experiences will be interesting to extension workers contemplating foreign assignments, even if they do not get beyond the contemplating stage.

The Facts on Inflation and Communism

THOUSANDS of Michigan's citizens might well be listed among the best-informed people in America in regard to some of the vital problems facing our Nation and the world today.

They're demonstrating this by the enthusiastic part they are playing in a bold educational venture which has mushroomed over the State.

It all started 3 years ago when Michigan State College educators decided it was high time to stop side-stepping controversial issues involving public policy. In cooperation with the U. S. Department of Agriculture, the MSC Cooperative Extension Service launched a program to bring crucial problems of the day into the open from one corner of the State to the other. And Michigan's citizens have responded by speaking up in hundreds of free discussion sessions throughout the State.

Currently, the project is being carried out at the college by Art Mauch, Dale Butz, and D. B. Varner, all of the agricultural economics department.

Using timely and controversial topics, Mauch, Butz, and Varner prepare a series of provocative discussion guide pamphlets entitled "Open Meetings" each year. After each pamphlet is published, the State's county agricultural agents and organized groups cooperate in distributing them and conducting the many community meetings.

In Monroe recently, more than 500 people from all parts of the county assembled to hear about and discuss the stakes in our struggle with Russia. Farmers, bankers, businessmen, laborers, and school executives attended the meeting; and, according to the Monroe Evening News, they filed out of the auditorium expressing the wish that everyone in the county had been there.

Many were shocked by what they learned, as Varner and Butz pulled no punches in outlining Russia's menacing plans to dominate the world. People were intensely interested in learning the differences between capitalism, socialism, and communism as a means of understanding the present world conflict.

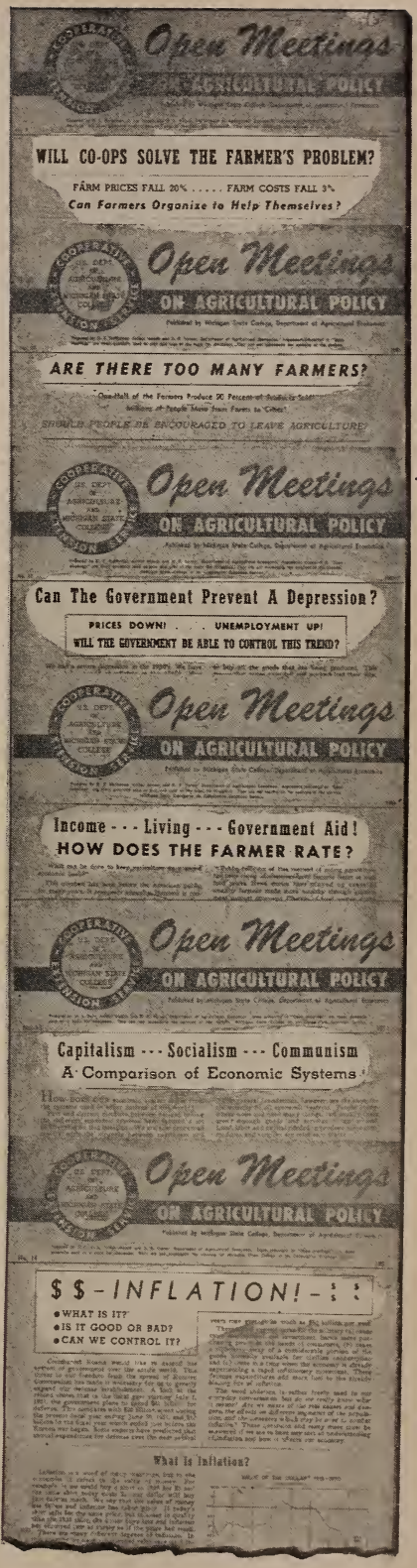
This meeting is but one example of hundreds of similar sessions held all over Michigan during the past few months to tackle the problems of the "twin enemies of freedom"—Communism and Inflation. Meetings to discuss these topics are still going strong in several sections of the State.

After 3 years and hundreds of meetings, Mauch has concluded that "Michigan people are sincerely anxious to learn the facts about significant national and international problems. The college has developed the current program to help these folks make their own decisions on policy questions vital to this State and Nation."

"We live in one of the few places in the world where what the people think is really important," Mauch added, in emphasizing the need for such programs.

Michigan State College avoided taking sides in several earlier issues of "open meetings" tackling agricultural problems involving political implications—such topics as "Is Subsidized Farm Prosperity the Answer?" This thinking still prevails as the pamphlets present arguments from many sources for and against the question being presented. There's no mistaking the tone of the actual discussions centering around two topics, however. They're all-out stands against two vicious enemies of our way of life—Russian Communism and inflation.

—This article was written by the Michigan staff. No one person claimed authorship for they said "it was an amalgamation of ideas around the place."



Egg Institutes Click in Minnesota

ROBERT O. RAUSTADT, Extension Information Specialist, Minnesota

WHEN commercial interests, producers, and extension workers understand and cooperate with each other, you can bet that you have the makings of a program that will have some real influence.

The success of a series of all-day "egg institutes" held in Minnesota the past year to teach quality production and promote informed marketing leaves no doubt about the truth of that statement in the minds of Minnesota extension people.

The institutes, which have been conducted by Cora Cooke, extension poultry specialist, in collaboration with an extension economist at the rate of about four a year for the past several years, really clicked this past year. Eleven were staged during the 1950-51 season and prospects are looking up for the coming season.

Two principles are basic in the conception of these meetings. One is that what people need most is information. The other is that the job should be done a step at a time, with producers not expected to go all-out for quality improvement until they have had a chance to see the results of some of the simpler recommended practices.



The grand champion eggs at the Rochester egg institute please everybody. Farmer Ralph Stoppel (center), Cora Cooke (right), and Dwight Havens, manager, Rochester Chamber of Commerce (left).

Quality Based on Simple Practices

The institutes are planned on the theory that most people really don't know what constitutes egg quality and how easily it can be lost, and that they need to be taught some of the simpler practices that will protect quality.

This planning is based on information obtained from a study of egg quality in the North Central States made possible with funds provided under the Research and Marketing Act of 1946. This study showed that only two-thirds of the eggs delivered by farmers were of grade "A" quality which pointed up the need for improving quality at the farm level. The egg institute seemed a "natural" for attacking this problem.

In making advance arrangements locally for an egg institute Miss Cooke met with a local committee which usually included the county agricultural extension agent, county home agent, produce dealers, hatchery men, feed dealers, and other interested business and community groups. It was the responsibility of this local group to arrange for facilities and equipment needed for the institute.

Recommendations given at the institutes are limited to things which can be done without increasing labor or money outlay—things which may, in fact, save labor or make more money.

Of the extension "team" furnishing the program at the institute Miss Cooke handled production and allied problems; Max Hinds, extension economist in marketing, who is now with the Federal Extension Service in Washington, covered the outlook and marketing problems during the past season.

A typical egg institute included talks by the production specialist on "What Happens to An Egg?"—illustrated by color slides—and "Producing Quality Eggs." The economist discussed "What's Ahead for the Egg Producer?" and "Egg Marketing Problems."

At noon recess, entries of dozen lots of eggs in an egg show were judged in competition for prizes furnished by local merchants. Eggs entered in the show were bought by local produce houses at a premium over the current market price. Awards and prizes were presented, usually at the end of the program.

Set up at each institute were four portable panel displays. They included charts on yearly production and prices, designed to encourage production in periods of highest prices, in addition to suggestions on housing, producing infertile eggs, frequency of gathering, cooling, and packing.

(Continued on page 85)

Afterglow of Home Demonstration Week

HOME DEMONSTRATION WEEK has again come and gone. Judging from previous records, some 10,000 news stories appeared in county papers, more than 8,000 home demonstration club members took part in local radio programs, and some 500,000 people attended a special meeting during that week. The variety of activities and programs was limited only by the imagination and ability of the women. It was work, but fun, too.

In retrospect, some of the long-time values of the activity come into focus. These values depend in part on how the leads gained during home demonstration week are followed up. As reported by home demonstration agents and State leaders, the values and specific results are worthy of note.

One of the values frequently mentioned is that of having a special time to give an accounting of the work to the general public. Home Demonstration Week programs generally showed not only the practical aspects of homemaking but also the contribution to community life and the educational values of the study of national and international affairs. They not only show specific examples of club handiwork but also the educational breadth of the movement.

Special guests were invited. The county commissioners got a better view of just what is going on; ministers learned that the clubs are a force for good in the community; editors took the occasion to comment; and men in all walks of life, as well as women, toured, viewed exhibits, and took part in meetings. Events planned often call for closer cooperation with civic organizations. These are the things which are building understanding and generating enthusiasm.

Not only the general public but young homemakers who have not been taking part learn of the program and enroll in home demonstration clubs. Last year nearly 1,000 new groups were organized with some 21,000 members. This year's results have not yet been reported but there is an increase in telephone calls and many requests from both rural and city women wanting to join a home demonstration club. Home Demonstration Week brings in many questions of all sorts from city dwellers who have heard the radio programs and read about activities in magazines and newspapers.

Homemakers get a real lift out of the telling of their accomplishments. The window exhibits, radio talks, articles in local papers, and specially prepared talks at meetings give a large number the thrill of getting public acclamation for their work. Some told of their achievements in national magazines or on radio networks such as the New Mexico homemaker who told of plans for making the State a healthier place in which to live, the Iowa woman who described improved kitchens, and the Vermont club member who told of taking part in discussions on public problems over a coast-to-coast radio network.

The Feel of a National Movement

Many members of home demonstration clubs have for the first time become fully conscious that they are a part of a big national movement sponsored by their State and National Governments. They are proud of the letters from the President of the United States, the Secretary of Agriculture, the governor of their State, the president of their State university, and other celebrities. They are proud that their club is a part of such an organization. All this adds zest to their plans for the future.

The opportunity to give recognition for the unselfish service given through local volunteer leaders is featured during Home Demonstration Week observances in most States. The letters of appreciation, the newspaper articles, the recognition ceremonies, and radio testimonials all give the leaders a feeling of being appreciated and a new sense of the importance of the work. It makes it easier to keep good leaders and to enlist the interest of new leaders. Home Demonstration Week strengthens the leadership system.

Follow-up Pays Well

The value of Home Demonstration Week depends partly on the follow-up given the initial contacts, on how requests for new clubs are handled, and the response to new leaders who volunteer. A State home demonstration council was organized because of the activities of Home Demonstration Week. The practice of inviting the general public to achievement events or giving special invitations to public officials, civic leaders, educators, and ministers has grown out of activities of the "Week." September was declared "Guest Month" for all home demonstration clubs in one county. In another the need for more county play days was brought out and a one-act play contest was initiated. Again, because of interest which had its start in Home Demonstration Week, a sewing-machine clinic was given in a corner of the county heretofore unorganized.

Because of the interest in the special county tea party, still another county decided to hold an annual tea in each club when members can invite large numbers of nonmembers. A set of 50 color slides on home demonstration activities

(Continued on page 86)

4-H Clubs Test New Idea

JOHN Y. BARBEE, Farm Adviser, San Bernardino County, Calif.

WITH true pioneer spirit, 4-H Clubs in San Bernardino County, Calif., are trying out a new system of selection and feeding of dairy heifers to increase milk production.

In this county, the 4-H Club members and the dairy-herd-improvement association are working together to produce better dairy herd replacement heifers. Dairy heifers in this 4-H project will be put on heavy feed and bred by weight and not by age. By this method, the heifer comes into production at about 2 years of age instead of the usual 3 years. In a few years the whole community may feel the impact of this new project. Some dairymen are so desperate for replacement heifers that they are using calves of inferior quality. If this practice is continued, the production per unit of these herds is sure to drop. This means that such dairymen may not be able to meet the competition of the more efficient dairies.

For 32 years the dairy-herd-improvement association has been increasing the herd production per unit by keeping careful records. The board of directors of the San Bernardino County Association decided to do something about the shortage of heifers and at the same time help 4-H Club members. The board obtained dairy calves whose dams had outstanding records of production. These calves were sold at cost or less to 4-H Club members that had had previous dairy calf experience.

With the increased demand for good dairy herd replacement heifers, 4-H'ers should have no trouble selling their calves at a premium price. The 4-H Club member has a record showing the calf's dam, sire, and the ranch and date on which the calf was born. Each member has agreed to notify the dairy-herd - improvement - association board of directors before the calf is sold so that association members can have a chance to make a bid on these calves.

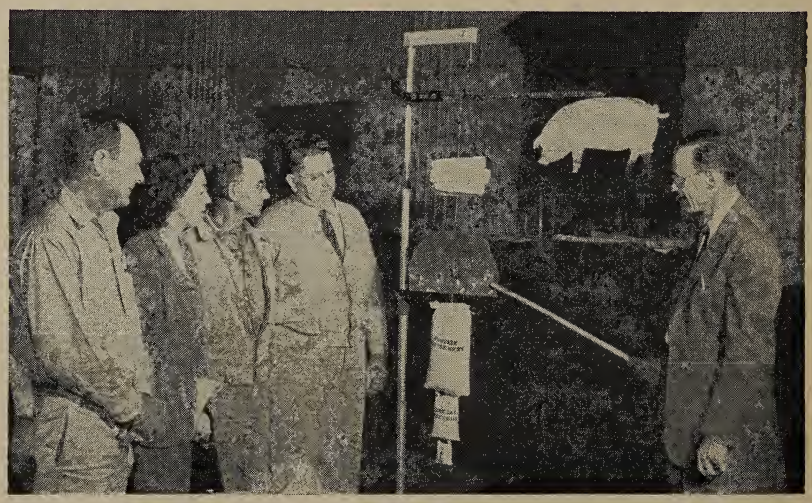
The calves in this project are put on a heavy feeding schedule. From 5 weeks to 4 months they are fed whole milk and a concentrate mix of barley, rolled oats, wheat bran, cottonseed meal, and salt. They are also started on alfalfa hay.

From 4 to 7 months they are fed a pound of the concentrate mix to which has been added 15 per cent dried skim milk and are started on pasture and given all the good alfalfa hay they will eat. From about 7 months of age to freshening, rolled barley, good hay, and pasture are added.

On this feeding program these heifers should be heavy enough to breed when they are between 14 and 15 months of age.

By this method of heavy feeding a dairy calf freshens when about 2 years of age and begins to pay her own way. This method is still in the trial stage, but it is hoped that the work of 4-H Club members backed by the dairy-herd-improvement association can help test a new system of feeding which meets a need of dairymen.

Seeing Balance



THE FRUIT of an idea found in the Extension Service Review is this visual aid used by G. B. Phillips, swine specialist, and Lyle Brown, visual aids specialist, in Alabama. It is adapted from the article by Uel D. Thompson of Texas, published in the August 1950 issue of the REVIEW. The first picture of the series showed that when a man has hogs and only corn for feed his operations are out of balance. This picture shows that it takes green grazing, protein, minerals, and salt in addition to corn to bring his hog-feeding operations into balance.

Cooperation Pays Off

COOPERATION among 17 families in Olive Branch, Ga., has made the community a better place in which to live and rear a family. And what better compliment can you pay a community?

Their cooperative efforts toward community development brought to them, among other things, 7 new bath rooms, 9 new or remodeled kitchens, 11 kitchens with hot water, 4 new washing machines, 7 refrigerators, 2 new Sunday School rooms and a paint job inside and out for the Methodist Church, and almost a 100 per cent increase in attendance at the Methodist and Primitive Baptist Churches.

This cooperation brought to the community, agriculturally, an increase of 174 acres in pasture since 1949, 253 other acres seeded to pasture plants, 57 more tons of phosphate than were applied in 1949, 10,800 feet of terraces, 91 more acres in corn, 255 more acres in crimson clover, 48 acres planted to vetch and Austrian winter peas, an increase of 2,000 bushels in sweetpotato production, 2,602 more hens and pullets, 107 more cows and pigs, 5 new tractors, and 17 pieces of other farm equipment. All this in 1950!

Between the two churches are two acres that were hilly and grown up in bushes. A field day was held last year during which R. H. McRae, Talbot County agent, the Soil Conservation Service, and a veterans' agricultural class cooperated to level the area. Small plots were laid off and each one sowed to a different grass or clover and each getting varied amounts of different analyses of fertilizers. Each plot has been labeled, and farmers expect to get information from this project which will teach them what grasses and clovers to use in their livestock-feeding programs.

Community cooperation didn't end with the year, and already in 1951 a new 4-H Club has been organized, land has been cleared for a community park and playground, and work on a community house has begun.

Further plans for 1951 call for a new porch for the Primitive Baptist Church, another new Sunday School room for the Methodist Church, renovation of the grounds at both churches, and even more of the farm and home improvements like those made in 1950.

Why this change for the better in Olive Branch? Mrs. Lucas says it was simple. "When people see someone else do something good, they want to do it, too."

The beginning really came in January 1950, when County Agent McRae told several people in the community about a new farm community-improvement contest sponsored by the Chattahoochee Valley Farmers Club of the Columbus Chamber of Commerce. The people became interested, a meeting was called, and they organized.

Seventy-six other Georgia and Alabama communities in 19 counties did the same thing and carried out the 1950 program which was conducted in cooperation with the Extension Services.

Olive Branch won a $75 prize for being the top community in Talbot County, but the people learned during the year that no amount of prize money could pay for their improvements. So they are entering the contest again because they like this new way of life.

Pasture Renovation



MINNESOTA county agents donned work clothes and got right down to earth when agents from the southwestern part of the State brushed up on pasture renovation techniques.

County Agent Victor Johnson (left) of Jackson County sat down beside E. R. Duncan, Minnesota Extension Soils Specialist (right), and got a line on what information to send with soil samples. Other agents took a turn at obtaining the soil samples, running the tractor for plowing and other jobs in renovating the pasture.

Meeting the Needs of You

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The desire for knowledge and skill permeates the workshop for young homemakers.



Better farm living comes throug Davis, built with the help o

IT WAS MORE than 5 years ago when Lester L. Osborn first mounted the steps of the administration building on Colorado A. & M. Campus. In fact, it was June 1945, when fresh from under a major's gold star in World War II, he began his efforts to help young men and women who were seeking opportunities for better living on Colorado farms.

He spent the first 6 months laying the groundwork for community and State-wide organizations. He studied surveys and background material of other States, trying to find the key to the interests, needs, and problems of rural young people, and why they weren't actively participating in community life, why they didn't vote, why they migrated from farm to city.

Those who went to the city were found to be illy prepared for the change. They had had no vocational guidance to help them find a place in urban society. Those who stayed on the farms were progressive, and full of good ideas but Mr. Osborn wondered why so few of them took part in community activities. Not even the churches reached some of them.

Seeking the answers, he called on many young folks. Typical of these was Harold Miller: "I'm not afraid to speak my mind among my own age group," he said. "My experience has been that when I meet with the older groups in community organizations, the meetings are pretty well dominated. I give full credit to the sages for what they know, but I find little room for expression from the young folks."

"This young farmer is after three things," Mr. Osborn said. "One is fellowship among those of his own age, another is subject matter counseling and the third is recreation."

The roots of the desire for academic knowledge do not go too deep into past generations, but the young man and woman of today—the college graduate and the grade school farmer—have the desire in large measure.

Groups began to take form—though sometimes the organization was somewhat intangible — until more than 3,000 young people were participating. Through their efforts, church services were started in communities where they never existed before, rodeo grounds were constructed, parks established and maintained, and innumerable community services performed. These things began to herald the tradition which Les (Gramps) Osborn wanted to instill into their groups activities—that of democracy, self-expression, and leadership.

"Democracy means cooperation and teamwork for the good of the cause. Cooperation and teamwork come through group activities," he says. "Leaders are not all born, some are made through community enterprises. The very habits and skills acquired through the practice of living, playing, and working together, plus learning to follow, contribute to making leaders."

What makes the young farmers and homemakers' program click in Colorado? The first need is a leader in the community—sometimes an older farmer, the county agent, or even a young farmer. This local volunteer leader, along with two or three other couples, is the key to success. The material with which the leader has to work are young people—as plastic and workable as new clay, but alive with human eagerness, imagination, adventure, and desire to be wanted, and liked by their fellowmen.

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For a successful meeting, Mr. Osborn recommends "be brief and punchy." When a meeting of young people is called, send a mimeographed letter explaining what the program is about. Make the business meeting brief and put it first on the agenda. Time the subject-matter speaker and give him 30 minutes. It is often a good idea to serve the refreshments next so that those who have to leave early or do not care to take part in the recreation may go home. Within an hour and a half, the fun has started and it is still early.

Baby sitting has been a popular phase of the meetings in Colorado. Young married people have small children who usually have to be brought along. A separate room arranged as a nursery, with the young mothers taking 20-minute or even 10-minute shifts, solves the problem.

The social life often revolves around carnivals, fairs, and big money-making dances, which make for blithe spirits in villages and hamlets across the State. The busy young folks put on machinery shows, set up community or county booths and each year seems just a little busier and more important than last.

Working to conserve and improve the land is important because good land contributes to broader opportunities. Better living on farms is built out of definite things such as crops, livestock, equipment, health, education, and security, each of which can be divided into specific problems which young people can do something about. These are the things which have made the young farmers and homemakers' program in Colorado a hopeful development.

Catwalk Into Editor's Office

A FLANNELGRAPH cat helped to teach news-writing techniques at the first State-wide publicity workshop for Home Bureau members held at Cornell University in September. It was the first time a flannelgraph had been used in New York State for such a purpose, and workshop delegates pronounced it "an excellent aid to remembering."

A yellow cat—not exactly orthodox but recognizable—was built on a blue background from the three letters: C—the cat's head; A—it's body and front legs; T—the remainder of its body, hind legs, and tail.

Mrs. Marion Stocker, editor in the College of Home Economics, who conducted the news-writing part of the workshop, explained that three factors are essential for success in placing an item in a newspaper and that their initials are C A T: C for Content; A for Appearance of manuscript; T for Timeliness.

"The editorial CAT cannot walk its way into the favor of the city editor unless it has all three of these equally important parts," Mrs. Stocker told her class.

The second flannelgraph act amplified the "content" part of the triumvirate by completing the cat's face with the five W's and the ABC's of news writing: Who and What ears; When and Where whiskers; Why mouth; Accuracy and Brevity eyes, and a Clarity nose.

In the third and final act, Mrs. Stocker built, paragraph by paragraph, an inverted triangle news story, representing with flannel figures the attention-catching lead, and successfully less important facts in paragraphs of diminishing size.

A humorous skit, "Mrs. Greenhorne Meets the City Editor," emphasized rules brought out in the flannelgraph, and then delegates wrote advance and follow-up stories which Mrs. Stocker corrected and returned.

News-writing instruction consumed a half day of the 1½-day school. The remainder of the time was devoted to discussions, always followed by question periods. Prof. William B. Ward, head of the Department of Extension Teaching and Information, spoke on "What Good Press Relations Mean to the Home Bureau;" Associate Prof. L. W. Kaiser discussed "How Radio Can Spread Home Bureau Teaching"; Asso. Prof. Elmer Phillips explained "Effective Exhibits" and "The Value of Pictures in Home Bureau Publicity;" Helen Pundt, assistant editor in the College of Home Economics, presented "Historical Record Books, How to Make Them Valuable;" and Victor R. Stephen, publications production manager, gave a chalk talk on "Layouts for Record Books."

(Continued on page 82)

Meeting the Needs of Young People

Colorado young people with the help of Lester L. Osborn are developing an organization which gives them what they want.

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A FLANNELGRAPH cat helped to teach news-writing techniques at the first State-wide publicity workshop for Home Bureau members held at Cornell University in September. It was the first time a flannelgraph had been used in New York State for such a purpose, and workshop delegates pronounced it "an excellent aid to remembering."

A yellow cat—not exactly orthodox but recognizable—was built on a blue background from the three letters: C—the cat's head; A—it's body and front legs; T—the remainder of its body, hind legs, and tail.

Mrs. Marion Stocker, editor in the College of Home Economics, who conducted the news-writing part of the workshop, explained that three factors are essential for success in placing an item in a newspaper and that their initials are C A T; C for Content; A for Appearance of manuscript; T for Timeliness.

"The editorial CAT cannot walk its way into the favor of the city editor unless it has all three of these equally important parts," Mrs. Stocker told her class.

The second flannelgraph act amplified the "content" part of the triumvirate by completing the cat's face with the five W's and the ABC's of news writing: Who and What ears; When and Where whiskers; Why mouth; Accuracy and Brevity eyes, and a Clarity nose.

In the third and final act, Mrs. Stocker built, paragraph by paragraph, an inverted triangle news story, representing with flannel figures the attention-catching lead, and successfully less important facts in paragraphs of diminishing size.

A humorous skit, "Mrs. Greenhorne Meets the City Editor," emphasized rules brought out in the flannelgraph, and then delegates wrote advance and follow-up stories which Mrs. Stocker corrected and returned.

News-writing instruction consumed a half day of the 1½-day school. The remainder of the time was devoted to discussions, always followed by question periods. Prof. William B. Ward, head of the Department of Extension Teaching and Information, spoke on "What Good Press Relations Mean to the Home Bureau;" Associate Prof. L. W. Kaiser discussed "How Radio Can Spread Home Bureau Teaching"; Asso. Prof. Elmer Phillips explained "Effective Exhibits" and "The Value of Pictures in Home Bureau Publicity;" Helen Pundt, assistant editor in the College of Home Economics, presented "Historical Record Books. How to Make Them Valuable;" and Victor R. Stephen, publications production manager, gave a chalk talk on "Layouts for Record Books."

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Toward a Better Job

The Ohio plan of giving all extension workers a chance to do graduate study and work for professional improvement is reported by E. O. Williams, county agent, Toledo, Ohio, who is chairman of the professional improvement committee of the National Association of County Agricultural Agents.

THE TWO-WAY communication between agents and administrators in Ohio is making graduate study attractive and profitable to both the extension worker and the organization. It is an integral part of a well-conceived program in which agents are invited to come in for analysis of their needs and assistance in selecting an institution that will best serve their needs.

The present policy for professional improvement was inaugurated in 1937 by the Board of Trustees of Ohio State University. Amended in 1939, it provides leave for all extension workers who hold the rank of instructor or above, contingent upon approval by the dean of the college of agriculture, the director of extension, and the president of the university. Under the plan, every worker is entitled to a semester's leave at 5-year intervals. Of course there are exceptions where a longer period of time is required to complete a course, but in such cases the employee is not permitted leave until a proportionately longer period of time has elapsed.

Program Is Systematized

Responsibility for the program is assigned to the assistant director of extension in charge of programs, who encourages further study, advises undecided employees, and helps them select a course. After clearance with the administration staff, the assistant director notifies employees well in advance when they will be entitled to sabbatic leave. Upon notification, the exension worker is expected to take the initiative in determining his or her own program for study, which requires registration with an institution of learning. The employee is invited to come in at his convenience and discuss the matter and, when necessary, is assisted in selecting a college or university and a course of study. In 1950, 73 extension workers consulted the assistant director on such matters as choosing a course, selecting an institution, and personal adjustments.

Agents are requested to discuss the administrative problems involved by their leave with other agents and their supervisor to agree upon the best time to be away from the county. Members of the State staff are urged to talk over the matter with the head of the department. Applications of county extension workers for leave for graduate work must be approved by the county advisory committee. Both State and county workers agree to return to the job for 2 years.

Extension workers are enthusiastic about the opportunities offered them to pursue further study. Some workers select a course, others a problem, and some both. In the "problem" area, they tackle such matters as a children's clothing radio series, study of the dairy industry in a county, farm management and conservation practices, and many other problems they feel they need to know more about in order to do a more effective job.

A Ceiling on Numbers

The State ceiling on the number of employees who may engage in graduate study during a year has been set at 40. Since the new professional improvement program has been in effect, there has been a better balance in the number of agents taking part. Between 1937 and 1941, 107 extension members enrolled in some type of advance study. Leave was discontinued during World War II, but since the close of that war 81 have taken advance training.

When the worker returns to his duties he prepares an evaluation of the leave, record of courses, and special problems studied, which he submits to the State office. This becomes a part of the employee's personnel file.

What the agents learn is naturally funneled back to the people in the counties. As one extension agent put it: "I have used the material many times after returning to the county. I have already changed some of my methods of extension teaching, which I believe will enable me to reach more farmers."

The administration staff is highly pleased with the leave plan, and the returns in better teaching have repaid the investment many times. The quarter allows enough time for the member to really dig in and learn something and, at the same time, is not so long that major personnel adjustments are necessary.

In addition to graduate study, Ohio is also encouraging attendance at summer schools, personal programs of study and reading, and attendance at State and national professional meetings.

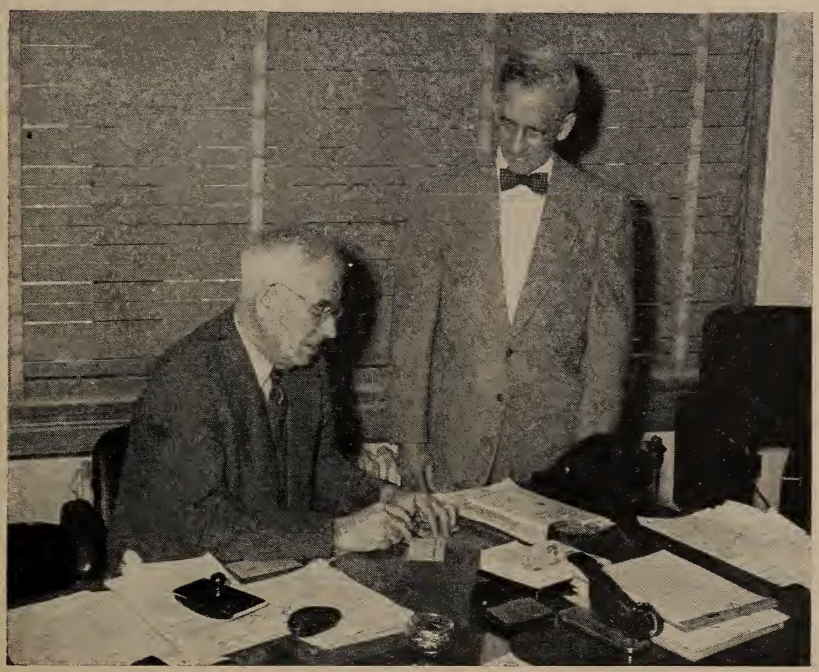
Catwalk Into Editor's Office

(Continued from page 81)

Evaluation sheets were filled out by the delegates at the end of the sessions, and comments were unanimously favorable. Remarks stressed "new understanding of the importance of spreading Home Bureau teachings and how to go about it" and urged that the workshop be held annually. Home demonstration agents present suggested that a similar State-wide training school be held for agents, a possibility which currently is being discussed by State leaders.

Sixty-eight Home Bureau representatives from 42 New York counties and a county agent from each of the State's four districts attended the workshop, which was sponsored by the New York State Federation of Home Bureaus.

Building Support for 4-H Club Center



WITH a personal check to the National 4-H Club Foundation, Director M. L. Wilson launched one phase of a Nation-wide fund-raising program for the National 4-H Club Center, March 19. Walter Conway, assistant director of extension work and vice chairman of the National 4-H Club Foundation is pretty happy about it. The incident symbolizes one of thousands of such contributions that are now being made for this worthy purpose.

The purchase of a beautiful 12½-acre campus and five buildings in Chevy Chase close to the northwest boundary of the District of Columbia completes the first phase of a long-standing 4-H dream. A self-sustaining financial program is the next big step. Currently, the property is leased by the Department of Defense for a secret army operations research project. But soon, if international conditions are stabilized, it is hoped that the center may be developed as the hub of a far-reaching program of training and education. Its program and facilities will serve cooperative extension workers, 4-H members, young men and women, farm and home organizations, and many other types of activities. It is planned that special emphasis will be given to citizenship and character development. The location of the 4-H Center in the Nation's Capital makes it ideally situated for this purpose. The National 4-H Club Camp will be held at the center, among other meetings.

Getting back to the "Share and Care" fund-raising campaign, a three-phase plan has been developed. The nearly 2 million 4-H Club members will be given opportunity to contribute through funds raised by their local 4-H Clubs. The equivalent of 10 cents per member or a minimum of $1 per club is suggested as a starting point. Regional committees of State and county extension personnel will organize and implement this first phase of the "Share and Care" campaign.

Extension workers may contribute, too. Walter H. Conway will coordinate and receive the contributions of extension staff members. In commenting about the "Share and Care" program he said: "I wish that every member of our extension family of 17,000 might have a chance to see and use our new National 4-H Club Center. We hope they will eventually. In the meantime, we have a big job of paying for it and establishing a reserve fund for its operation. This will be a million-dollar program. It will benefit every extension worker and the entire Cooperative Extension Service. I hope every member of our extension family will contribute personally and will promote and support the 'Care and Share' program among 4-H members, alumni, and friends."

W. A. Sutton, State 4-H Club leader of Georgia and chairman of the Committee on Development of a National 4-H Club Center, says that among the purposes and uses for the National 4-H Club Center are to provide:

1. Headquarters for the annual National 4-H Club Camp, including 200 delegates and 100 leaders.
2. Campus and headquarters for training institutes in citizenship and leadership.
3. Living, dining, and conference headquarters for State or county 4-H touring or study groups.
4. Quarters for national and regional extension conferences, policy groups, and planning meetings.
5. Facilities for groups of county agricultural, 4-H Club, or home demonstration agents who wish to visit or study at the Agricultural Research Center in Beltsville, Md.
6. Orientation programs and accommodations for international exchange groups.
7. Facilities for young men and

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World Extension Begins With Family



Point 4 directing technical assistance extension programs to family and community

DOUGLAS ENSMINGER, Head

Extension Education and Training Division, Technical Collaboration Branch, Office of Foreign Agricultural Relations, USDA.

IN A SERIES of discussions in Washington in recent weeks, extension workers and Point Four officials have reached broad agreement regarding the orientation and emphasis of extension in countries where technical assistance programs are being carried out by the United States Government. To be effective and gain the support of the people, the orientation must be directed toward the farm family and community. To meet the objectives of Point Four the emphasis will be on increasing food production and raising the general level of family-community living.

What the Family Know They Need

In this direct extension approach to the farm and family, attention will be pointed toward systematically analyzing what the farmer and his family know they need. Once these needs are fully understood, Extension will direct its educational efforts toward initiating self-help and aiding government programs to meet farm and family needs.

While the number one objective must be the production of more and better food in stable supply, Extension in order to be fully effective must also focus attention on such things as sanitation, better housing, improved diets, education, and all the things that make up the pattern of family living. An equally important objective should be to educate people to participate in the community process of analyzing needs and working together to solve their problems.

Both men and women extension workers are being requested by the Point Four countries. In many countries the extension staffing pattern calls for 10 United States extension workers. A staff of 10 would include three pairs of county and home agents who would work directly with the people on the farm family and community improvement program in three different sections of the country. At the national level would be a man and a woman responsible for coordinating the extension work with the other technical assistance programs and for supervising and exploring ways of spreading the work throughout the country. A specialist in communication and an extension social scientist would complete the staff of 10. It is not expected that 10 United States extension workers will be sent to each Point Four country. Some countries will have only one or two.

Communications Expert Included

The communications person (an extension information specialist) will work with the entire project staff in (1) analyzing the normal processes of communication of the people, (2) devising communication procedures which can be understood by the people, (3) preparing materials in such form that they will be useful to Extension and the farm people, and (4) assisting in developing new channels of communication with the people.

The extension social scientist likewise will work with the entire staff, assisting in analyzing and understanding the culture and helping to (1) determine what the farm family believes it needs, (2) find out what the farm family and community need without fully realizing the need, and (3) develop methods and techniques of gaining acceptance of new farm and home practices and methods. The social scientist also will assist in measuring the real effectiveness of the various approaches and projects and work with the research and extension workers in reshaping and altering objectives and methods to assure constant project improvement.

Native Technicians Cooperate

In all cases the extension workers will be paired with one or more technicians from the Point Four country to assure that from the inception of the program the objective will be to help the country develop and direct its own farm family and community improvement program.

To do this job requires some of our most competent United States extension workers. The Cooperative Extension Service is actively participating in the formation of policies involving extension work in the Point Four countries. As the work progresses, Extension will assist in the selection of extension workers for Point Four field assignments and will directly participate in supervising the work in the various countries.

Egg Institutes Click

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Among the advantages of these displays was that folks attending the institutes could study them before and after the program and during the noon recess. "These," to quote Max Hinds, "are more effective in conveying ideas than the lecture method." RMA funds were used to finance the cost of making these displays.

It was believed by Minnesota extension people that the logical way to improve efficiency in marketing was to develop a good product, and it was with this in mind that Miss Cooke and Mr. Hinds worked with trade groups in expanding the egg institutes.

Individual institutes can and do differ from the typical one described above in several respects. At one, a panel discussion was held, with the panel including representatives of all three participating groups—trade, producer, and extension. As usually happens when the audience can participate, results were highly satisfactory.

At some institutes there has been a display of equipment supplied by local merchants. At Rochester, where a capacity crowd braved a near-blizzard to attend, space and equipment for 100 hens was laid out. Quality exhibits, showing examples of various grades of eggs, were featured at several of the institutes.

An egg-cooling exhibit showed how long it takes to cool eggs by various methods, driving home the fact that the cooling process can be accomplished most efficiently by using a cooler which any farm family can build or have built locally.

Community nests, as well as the egg cooler, have played a big part in the effectiveness of the egg institutes. At most of the affairs, local groups have built a community nest and a cooler for display at the meeting. Rural Electrification Administration plans were used for the cooler, and plans for the community nest were provided by Miss Cooke. Plans for the nest and cooler were made available to those attending.

Both the community nest and the cooler were sold at cost or given away as a prize at the conclusion of the program. The purpose of disposing of the nest and cooler in this manner was to encourage prompt adoption of a new method by getting it into actual operation on the farm, where it could serve as a demonstration unit long after the meeting had faded into the past.

While planned primarily for the producers' benefit, these egg institutes were affairs into which hatchery men, egg handlers, feed merchants, lumber and hardware dealers, civic organizations, vocational agriculture units, and even consumers could be drawn, making them an all-industry event.

Community "Carries the Ball"

State and county extension personnel were always available to lend guidance and fit into the program, but the representatives of the community actually "carried the ball," with the local committee having a maximum of latitude in planning and carrying out the program.

Miss Cooke has noticed that the most effective institutes were those in which local trade groups and marketing people were noticeably present and taking an active part. Identifying the local trade people with the recommended egg production and marketing practices encourages adoption of these practices, she has observed.

Active producer participation is also essential, and it was the egg show that formed the peg on which producer participation hung. A topic of informal discussion among the producers, the egg show has been an occasion for neighborliness. It generated the spark that spelled the difference between "making or breaking" the institute.

The exact degree of the effectiveness of educational procedures is always hard to measure, but in the case of the Minnesota egg institutes, there are several encouraging signs. Among these are post-institute reports of sharply increased volume handled by egg buyers, quick upsurges in requests for egg pick-ups from farms in outlying areas, requests to feed dealers for more information on feeding, the sale of more and better poultry equipment by local merchants, and improvement in egg show entries after the first year.

In almost all of the communities where these meetings have been held the past year, there have been indications that they will be repeated by popular request. News of the institutes is spreading about the State. They are serving as demonstrations of what can be done when trade, production, and educational forces get together, and counties previously hesitant about going ahead on their own are considering combining with other counties in staging the institutes.

In Minnesota, the future looks good for extension teaching of quality improvement by the egg institute method.

● In January, the first family life specialist in the history of the State was appointed to the Maryland Extension staff. She is MRS. JEANNE SATER MOEHN, former home demonstration agent in Illinois and home efficiency specialist in 4-H Club work at Iowa.

Mrs. Moehn, who attended Iowa Wesleyan College at Mt. Pleasant, Iowa, and received a degree in home economics education from Iowa State College, has her headquarters at College Park, Md.

● JOSEPH L. MATTHEWS now heads the educational research section of the Division of Field Studies and Training, Federal Extension Service, filling a vacancy left by the transfer of Dr. Douglas Engminger to the Office of Foreign Agricultural Relations last July. Matthews hails from Texas where he has served as a county agricultural agent and a member of the State staff. He has recently completed work for a Ph. D. degree at the University of Chicago.

4-H Club Center

(Continued from page 83)

women's conferences, older youth tours.

8. Farm women's club groups.
9. Other organization or group meetings and conferences.

The three national associations of county extension agents have been asked to promote and support the "Share and Care" campaign among county extension workers. State extension directors will determine procedures within each State and serve as spearheads in those States where the plan is promoted. Nationally, the program was approved in principle by the Extension Committee on Organization and Policy at its meeting March 15, 1951.

A. G. Kettunen, State 4-H leader in Michigan and chairman of the board of trustees of the National 4-H Club Foundation, says that some States are already moving forward with their part in the "Share and Care" program for the 4-H Center. His own State Extension Service launched a comprehensive, State-wide program on Washington's birthday, February 22, 1951. He points out that the need for money to repay indebtedness of the foundation is urgent. The campaign will go forward on a broad front with all friends of 4-H and young people eligible to contribute through their State extension office or W. H. Conway, vice chairman of the National 4-H Club Foundation, Extension Service, U. S. Department of Agriculture, Washington 25, D. C.

Home Demonstration Week

(Continued from page 77)

developed for the week has given people throughout the county pleasure and kept them informed throughout the year.

A county home demonstration chorus received a new lease on life, exhibits at the county fair showed marked improvement, an open house was held following an upholstering school when the public was invited to see the finished product, the county home demonstration council entertained the county board of commissioners at dinner, roadside signs were put up to indicate the communities having home demonstration clubs, and a weekly television program was initiated, all because of Home Demonstration Week and an effective follow-up.

It has also been a stimulation to more participation in radio and television programs and in writing news and feature articles for the newspaper. Because of the demand, some States have inaugurated news-writing and radio schools for local leaders as well as for agents. In another State, Home Demonstration Week started the practice of introducing new home demonstration agents through a news story and picture in the local paper. In another office, a new camera was bought to supply pictures of local activities for the press.

These are but samples of the values and the results as reported by home demonstration agents and State leaders. By and large, the women themselves like Home Demonstration Week. In most States the observance is in the hands of the home demonstration clubs. They plan for it, they work for it, and they enjoy it. Where the leads have been followed up, the whole program has profited greatly in the number reached, in the extent of the field covered, and in the quality of the work done.

Homemakers Landscape Youth Center

THE YOUNG PEOPLE at Beckville, Panola County, Tex., are enjoying a new youth center all because home demonstration clubwomen, who mainly comprise the parent-teacher association there, decided to take a hand.

Two years ago, the P. T. A. at Beckville bought an old army barracks building and from time to time the clubwomen made improvements. A new roof was put on, new windows with screens put in, and a front porch was added. The interior was walled with knotty pine. A kitchen, with cabinets, sink, hot plate, and serving counter, was installed in one end of the structure.

Members of the Beckville, Sims, and Harris Chapel Home Demonstration Clubs assumed the task of landscaping the grounds. They also made curtains and pads for the benches around the wall.

Minna Perry, Panola County home demonstration agent, says that the ground will be leveled and the grounds will be landscaped with native shrubs and flowers.

Included in the plantings will be dogwood, redbud, sassafras, willow oak, sumac, elder, yaupon, winter willow, birdseye, and buckeye. The clubwomen are donating other shrubs which they are finding at old home sites.

One side of the grounds will be a picnic area with a barbecue pit and table. A grass tennis court and croquet ground will be located in front on land lent by local businessmen.

● JAMES W. DAYTON, State county agricultural agent since 1943, was appointed associate dean and director of Extension in Massachusetts on February 1.

Director Dayton, a native of Redding, Conn., has been active in agricultural circles since 1913, when he graduated from the Massachusetts Agricultural College.

● North Carolina has another man of the year, State Club Leader L. R. Harrill. This title was conferred on Mr. Harrill by The State, a North Carolina magazine.

Science Flashes

What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration

Reforming Johnson Grass

Johnson grass, long a scourge of cotton farmers of the South, has now become a major crop for summer pasture in many areas. In the first breeding program in the world designed to improve this grass, progress is being made at State College, Miss., in developing lines that are high yielding, more persistent under mowing, and have better forage quality. One of the experiments involved crossing Johnson grass with its distant cousin, the sweet-juice forage sorghum. Lines have been obtained from this cross that have the perennial habit of Johnson grass but without its objectionable habit of spreading by underground stems or rhizomes. One line, with juicy stalks, higher dry-matter content, and higher yielding ability than the annual sorghum parent, is now being increased. A perennial forage sorghum will eliminate the necessity of reestablishment each year with attendant costs and hazards of failure.

New Test for Adulterated Feed

It looks as if the end may be in sight for the shady practice of adulterating dehydrated alfalfa meal with ground field-cured hay for purposes of profit. Our dairy scientists have developed a method for detecting such contamination by means of a phosphatase test similar to the test for detecting underpasteurization in dairy products. Like milk products, hay contains a phosphatase enzyme that is destroyed by the heat of dehydration. Since the enzyme remains active in field-cured hay, the presence of enzyme in dehydrated meal indicates adulteration with field-cured hay or some other nondehydrated material. Dehydrated alfalfa contains 3 to 100 times more carotene than field-cured alfalfa. It is, therefore, an important source of vitamin A in livestock feed. The test will be most useful to manufacturers who buy dehydrated alfalfa meal for mixed feeds. Its ultimate benefits will accrue to purchasing farmers, who will be assured of getting their money's worth.

Mist Blower for Vegetable Spraying

Vegetable gardeners will be interested in an experimental lightweight mist blower for applying concentrated sprays to vegetable crops. Developed by ARA entomologists in cooperation with the Wisconsin Experiment Station, the blower has been tested in the field against pear aphids, cabbage caterpillars, potato leafhoppers and flea beetles, onion thrips, and six-spotted leafhoppers on carrots. DDT, parathion, and tetraethyl pyrophosphate were among the insecticides used in the tests, which showed as good control as when the conventional high-gallonage sprayers are used. The new equipment can be maneuvered easily through fields of vegetables, causes less mechanical damage to the plants, and requires very little water hauling. Further tests are under way to make the blower practical for manufacture and general use.



More Lamb Chops Through Science

One good way to increase supplies of lamb meat is to produce more vigorous lambs that will reach market weight sooner. Experiments at Beltsville have shown a simple way to do this—by crossing pure breeds. Crossbred lambs from purebred Hampshires, Shropshires, and Southdowns had 19 per cent fewer death losses before weaning, and they reached a market weight of 75 pounds in 38 days less time than was required for the purebred lambs. The crossbreds weighed 63.5 pounds at weaning time and the purebreds 56 pounds. Each crossbred lamb was from a purebred sire of one breed and a purebred dam of another breed. The reduction in death losses and the faster gains give the farmer a good opportunity for increasing annual returns from his farm flocks.

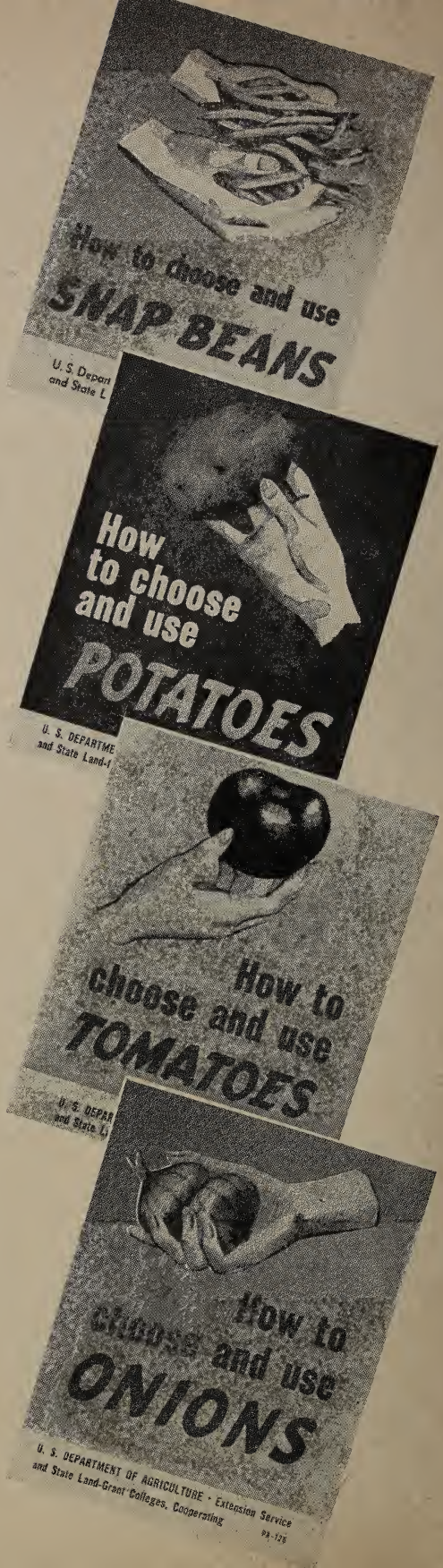
■ The 1951 award, presented annually by the Nebraska Crop Improvement Association for outstanding work in aiding the certified seed program went to Dundy County Extension Agent LEO BARNELL. DR. F. D. KEIM, chairman of the agronomy department of the University of Nebraska, received the award in 1950.

"QUICKIES"

on Food Buying for the Consumer

Color that appeals, read as you run, see it all at one glance are features of the "How to Choose and Use" series of consumer education hand-outs. Quickly read, they can clinch the consumer information taught through television, radio, exhibits, demonstrations, and meetings. They are equally appealing to adult consumers and to 4-H consumers. They briefly show how to choose for both quality and quantity and how to care for and use. The first series has been widely used. This vegetable series includes in addition to those pictured two others—cabbage and carrots.

This summer there will be six new ones for your use. It is a fruit series—apples, peaches, pears, oranges, grapefruit, and dried fruit.



These U. S. D. A. leaflets are made available in limited number through your State publications distribution officer.

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